

the media stream. For example, the media presentation system **102** may weigh media characteristics such as video quality, audio quality, location, tags and labels, etc., when identifying contacts to include in the distribution audience. For instance, if the media stream is of a Beyoncé concert, the media presentation system **102** may identify one or more contacts of the capturing user that have an interest in Beyoncé, or R&B, pop, or soul music, despite other characteristics of the media stream being poor. In another instance, if the video and audio quality of the media stream is above average, the media presentation system **102** may determine to send the media stream to all contacts of the capturing user.

[0132] After identifying viewing users to include in a distribution audience, the media presentation system **102** sends the media stream within a media presentation to contact client devices **305** associated with the viewing users that are included in the distribution audience, as shown in step **310** in FIG. **3A**. In some example embodiments, the media presentation system **102** can first send a notification or a portion of the media stream before providing the media stream to the contact client device **305**. For instance, a contact client device receives a notification that the capturing user is streaming video from a Beyoncé concert. Upon the contact associated with the contact client device selecting the notification corresponding to the Beyoncé concert, the media presentation system **102** may send the media presentation having the media stream of the Beyoncé concert to the contact client device **305**.

[0133] As mentioned above, the contact client devices **305** can present the media stream within the media presentation to the corresponding contacts, as shown in step **312** of FIG. **3A**. In addition, and as illustrated in step **314**, the contacts (e.g., a first group of viewing users) can interact with the media presentation and provide explicit feedback, such as liking, sharing, and/or commenting on the media stream. For example, step **314** illustrates the contact client devices **304** can receive the feedback from the viewing users. The corresponding contact client device **305** can also capture implicit feedback from a contact interacting with a media presentation. For example, when a contact accesses a media presentation, the contact client device **305** can capture viewing information (view count, duration watched, replayed segments, navigational inputs, etc.). Moreover, and as further illustrated in step **316** of FIG. **3A**, the contact client devices **305** may send the captured feedback to the media presentation system **102**.

[0134] In some example embodiments, the explicit feedback can include communications sent by viewing users independent of the media presentation system **102**. For example, the media presentation system **102** may detect that a viewing user posts a social media message linking to the media stream or content within the media stream. For instance, a viewing user may publicly post a short message indicating the viewing user's appreciation for content included in the media stream, and the media presentation system **102** can detect the post, extract feedback from the post, and translate the feedback in to one or more characteristics and/or media characteristics associated with the media stream.

[0135] Referring now to FIG. **3B**, the media presentation system **102** may receive the feedback from the one or more contact client devices **305** and process the feedback. In particular, the media presentation system **102** may incorpo-

rate the feedback and modify and/or generate media characteristics of the media stream. In other words, the media presentation system **102** may supplement the media characteristics determined for the media stream with the feedback information. As shown in step **318** of FIG. **3B**, the media presentation system **102** updates the media characteristics of the media stream after receiving the feedback from the contact client devices **305**. As the media presentation system **102** receives additional feedback, the media presentation system **102** can continue to update the characteristics of the media stream.

[0136] The updated media characteristics associated with a media stream can provide additional information that indicates additional viewing users may be interested in the media stream and/or media presentation. Accordingly, and as shown in step **320** of FIG. **3B**, the media presentation system **102** can identify additional viewing users to which to send the media stream based on the updated characteristics (e.g., the media presentation system can modify the users of a distribution audience). For example, when a proportionally high number of contacts of the original distribution audience share or like the media presentation the media presentation system **102** may determine a larger number of additional viewing users to include in a distribution audience. On the other hand, if very few contacts of the original distribution audience watch the media stream for less than a threshold period of time (e.g., ten seconds), the media presentation system **102** may determine not to send the media presentation to any additional viewing users.

[0137] In some example embodiments, the media presentation system **102** may determine additional viewing users to whom to send the media stream based on attribute information of potential viewing users. For example, the media presentation system **102** can identify viewing users based on a user's interest, such as viewing users who like Beyoncé. As another example, the media presentation system **102** sends the media presentation to viewing users of a particular age group, demographic, education, or lifestyle. As a further example, the media presentation system **102** sends the media presentation to viewing users within a defined geographic boundary (e.g., users at the same concert or venue, within the same city or state, or within a defined distance from the capturing client device, etc.). Further, the media presentation system **102** can identify a news outlet, a sponsor, and/or media stream channels as additional users to whom to send the media presentation. For example, once the media stream reaches a critical mass, the media presentation system **102** may add the media stream to a public listing sorted by popular or trending media streams. As such, viewing users can discover the media stream.

[0138] Once the media presentation system **102** determines additional viewing users to include in a distribution audience, the media presentation system **102** may send, or otherwise provide access to, the media stream to the additional viewing users. In particular, as step **322** of FIG. **3B** illustrates, the media presentation system **102** sends the media stream within the media presentation to one or more additional viewing client devices **315** associated with the identified viewing users. In some example embodiments, sending the media presentation involves providing a viewing user access to the media presentation via the additional viewing client devices **315** (e.g., the media presentation appears within the media presentation feed of an additional viewing user).